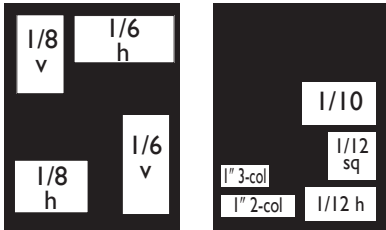
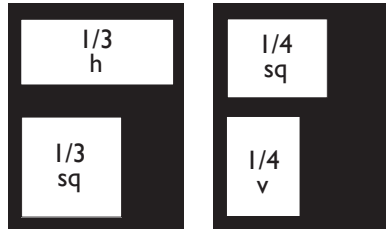
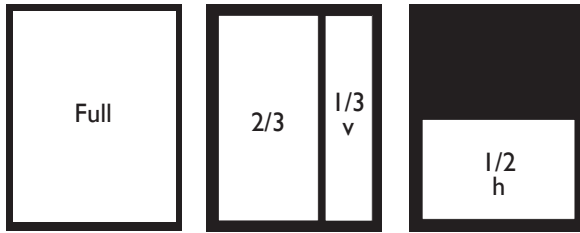


AD SIZES



Ad Size	WIDTH	DEPTH
Full page	7 1/4"	9 3/4"
Full page including 1/8" full bleed	8 5/8"	11"
2/3 page	4 3/4"	9 3/4"
1/2 page (horizontal)	7 1/4"	4 3/4"
1/3 page (square)	4 3/4"	4 3/4"
1/3 page (vertical)	2 1/4"	9 3/4"
1/3 page (horizontal)	7 1/4"	3 1/8"
1/4 page (square)	3 3/4"	3 3/4"
1/4 page (vertical)	3 1/2"	4 3/4"
1/6 page (vertical)	2 1/4"	4 3/4"
1/6 page (horizontal)	4 3/4"	2 1/4"
1/6 page (square)	3 1/2"	3 1/2"
1/8 page (vertical)	2 1/4"	3 3/4"
1/8 page (horizontal)	3 1/2"	2 1/2"
1/10 page (horizontal)	3 1/2"	2"
1/12 page (square)	2 1/4"	2 1/4"
1/12 page (horizontal)	3 1/2"	1 1/2"
1" (2-column width)	3 1/2"	1"
1" (3-column width)	2 1/4"	1"

Dimensions are from outside to outside and including border or any item that extends past the border.

WEB SITE ADVERTISING RATES

Locations:

*Online Marketplace:	Flash Ad	\$45/mo.
	Regular Ad	\$35/mo.
Calendar Page:	Flash Ad	\$45/mo.
	Regular Ad	\$35/mo.

Requirements:

1. All ad placements are for 3 month minimum.
2. All advertising must be prepaid prior to inclusion on the web page.
3. All pricing based on camera ready 2 1/4" x 2 1/4" color art and copy.
4. Design costs are not included in these prices.

*New location on the web site with a direct link to your web site: www.PRIMITIVEARCHER.com/pages/webads.html
Other positions and ad sizes available. For information, contact ads@PRIMITIVEARCHER.com or call 713-467-8202.

MAGAZINE MARKETPLACE AD RATES

Rates for a 1/12 page color ad:

1x	2x	6x	12x
\$288	\$275	\$250	\$220

Rates for a 1/6 page color ad:

1x	2x	6x	12x
\$576	\$550	\$500	\$440

Available ad sizes:

1/12 page square	2 1/4" x 2 1/4"
1/6 page vertical	2 1/4" x 4 5/8"
1/6 page horizontal	4 5/8" x 2 1/4"

CONTACT INFORMATION

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(713) 467-8202 phone • (713) 467-4979 fax
ads@PRIMITIVEARCHER.com

PRIMITIVE ARCHER MAGAZINE

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PUBLISHER
Monroe M. Luther

WWW.PRIMITIVEARCHER.COM



"Passing It On"
Since 1992



"Passing On the Traditions of Classical Archery"
Since 1992

PRIMITIVE ARCHER MAGAZINE RATE CARD



DISPLAY AD RATES

All **display advertisers** are linked and listed **free** on our web site at www.PRIMITIVEARCHER.com.

B&W	1 ISSUE	2 ISSUES	6 ISSUES	12 ISSUES
Full page	\$1910	\$1815	\$1680	\$1525
2/3 page	1380	1325	1215	1105
1/2 page	1075	1035	950	860
1/3 page	765	735	670	610
1/4 page	620	590	540	495
1/6 page	425	420	375	340
1/8 page	335	325	295	270
1/10 page	280	270	245	225
1/12 page	225	215	195	180
1" 2-column	150	144	132	120
1" 3-column	131	126	115	105

Color at a Savings!

There are three ways to add color to your advertisement and save money:

1. Turn your Black and White ad to color for only \$250.00 per insertion. The first color is black and you choose one of the colors below as your second.



2. Get a full color 1/6th page ad in our Marketplace Section for as little as \$576.00 per issue. (See the media kit for details)
3. Upgrade your ad to a full color 1/3rd page once a year or add it in addition to your six times or more program for \$1000.00. You choose the issue in which you want your bonus ad to be displayed. To qualify for this offer you must be a six times or greater contract holder.

4 COLOR	1 ISSUE	2 ISSUES	6 ISSUES	12 ISSUES
Full page	\$3010	\$2895	\$2650	\$2410
2/3 page	2370	2280	2090	1900
1/2 page	2225	2135	1960	1780
1/3 page	1760	1685	1545	1405
1/4 page	1570	1510	1385	1250
1/8 page	1195	1145	1050	955
All covers are non-cancelable				
Back Cover	3445	-	2935	2755
Inside Front Cover	3260	-	2770	2605
Inside Back Cover	3260	-	2770	2605

Display ad posting on web site available at additional charge.

Effective January 1, 2007

CLASSIFIED RATES

Commercial classified ads are \$1.50 per word, \$30 minimum charge, per issue. **Money Saver Rate: Prepay six issues for \$1.45 per word. Minimum \$145.00.** Price includes posting on our web site. Complete name, address, and phone number must be included separately if not in your ad. First three words can be all caps and bold at no charge. Additional bold words \$1 each. Must be prepaid with order. Ads continue to run until cancelled in writing.

SUBMITTING AD MATERIALS

Electronic – Built ads are accepted in EPS, TIF, JPEG or hi-res PDF format, properly scaled and press ready. Ads must be 300 dpi minimum at 100%. We accept ads by Zip disk, CD or e-mail. Contact ads@primitivearcher.com for instructions.

Camera-Ready – Reflective artwork should be 133 lpi.

Photos – When submitting photos, please provide glossy prints or color slides.

A charge of \$50 plus the actual cost of production will be added to each ad not properly scaled and press ready.

TERMS

Initial ads must be prepaid with order. No agency discounts. Rates are net. Terms are net 15 days. Failure to pay advertisement before the next closing date may result in the ad being pulled. If your payment is late we reserve the right to pull your ad and not run any advertisement for you and/or your company until full payment is received. No changes or cancellations will be accepted after closing date. A charge of 1.5% interest per month will be added to all past due balances. All returned checks will be subject to a \$20.00 charge. All accounts over 60 days past due will be charged a \$25.00 late fee and will be turned over to our collection agency.

CANCELLATIONS & CONDITIONS

If a contract is cancelled prior to fulfillment, we will recalculate the rate based on published rates. No penalty will be applied if the contract is cancelled in order to initiate a longer term contract. Cancellations of any contracted issue voids all rate protection for the remainder of the contract. **Please note:** all orders are non-cancelable and non-changeable after closing dates.

www.PRIMITIVEARCHER.COM

ADVERTISING REGULATIONS

All advertising is subject to Publisher's approval and the Publisher reserves the right to reject any advertising. No fraudulent or misleading advertising, or advertising for compound bows, sights, releases, crossbows, or expanding and/or punch-tip broadheads will be accepted.

All advertisement placing including without limitation, position, separations, facing editorial adjacencies or other stipulations are at the sole discretion of the Publisher.

The Advertiser and/or its agency represent that they are properly authorized to publish/use the entire contents of supplied copy materials. Further, the Advertiser and/or its agency represent that there is nothing within the supplied copy materials that is libelous, privacy-invading, or in any violation of any anti-discriminating laws.

The liability of the Publisher for errors or omissions in which it may be held responsible will not exceed the cost of the space ordered or occupied by the error (see contract). It is further understood that the Advertiser and/or its agency will indemnify and hold the Publisher harmless from and against any loss, expense, or any other liability resulting from any claims or suits that may arise out of the publication of such an advertisement.

BINDING NATURE OF REGULATIONS AND TERMS

All advertisement orders accepted are subject to our contract, these regulations and terms. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with this Rate Card or the Publisher's policies, shall be binding on the Publisher.

ISSUANCE & CLOSING DATES

COVER DATE	SPACE CLOSES	MATERIALS DUE	ON SALE DATE
Feb/Mar	Oct 23	Nov 20	Feb 2
Apr/May	Dec 22	Jan 20	Apr 6
Jun/Jul	Feb 24	Mar 23	Jun 1
Aug/Sep	Apr 23	May 21	Aug 3
Oct/Nov	Jun 25	Jul 23	Sep 29
Dec/Jan	Aug 27	Sep 24	Nov 30